Commercialization of Aquaculture for Sustainable Trade (CAST) Cambodia

Request for Proposals (RFP) to Conduct a Final Evaluation for
ASA/WISHH's Food for Progress (FFPr) Program in Cambodia

Overview

RFP NUMBER: FFPR18-RFP-01-2024

RFP ISSUANCE DATE: 18 December 2024

QUESTIONS DUE: 31 December 2024

PROPOSALS DUE: 20 January, 2025

The American Soybean Association's (ASA) World Initiative for Soy in Human Health (WISHH) program is posting this Request for Proposals (RFP) for a consultant to conduct the Final Evaluation, hereafter referred to as the Final Evaluation, under the Food for Progress (FFPr) 2018 Project funded by the United States Department for Agriculture (USDA) and implemented by the Commercialization of Aquaculture for Sustainable Trade (CAST) project in Cambodia.

ASA/WISHH invites proposals to be submitted electronically on or before the date and time specified above. Submissions should be sent via email to Vickie Wilks at vwilks@soy.org.

All submissions should identify the RFP number: FFPR18-RFP-01-2024 and the name of your organization in the subject line.

RFP Conditions

Award: This RFP does not commit the ASA/WISHH to award a contract or to pay any costs incurred in the preparations or submission of proposals, or costs incurred in making necessary studies for the preparation thereof or to procure or contract for services or supplies. The ASA/WISHH reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of the ASA/WISHH. The ASA/WISHH reserves the right to negotiate and award only a portion of the requirements; to negotiate and award separate or multiple contracts for the elements covered by

this RFP in any combination it may deem appropriate, at its sole discretion to add new considerations, information or requirements at any stage of the procurement process, including during negotiations with vendors; and reject proposal of any vendor that has previously failed to perform properly or in a timely manner contracts of a similar nature, or of a vendor that, in the opinion of the ASA/WISHH, is not in a position, or is not sufficiently qualified, to perform the contract.

This RFP contains no contractual proposal of any kind, any proposal submitted will be regarded as a proposal by the vendor and not as an acceptance by the vendor of any proposal by the ASA/WISHH. No contractual relationship will exist except pursuant to a written contract document signed by the authorized procurement official of the ASA/WISHH and by the successful vendor(s) chosen by the ASA/WISHH.

Submission of Questions: All questions regarding the preparation of proposals must be submitted in writing (by e-mail) to Modibo Diabate at mdiabate@soy.org **no later than 31 December 2024**. All written questions and responses will be posted to the WISHH website no later than January 10, 2025. No questions will be answered over the phone or in person; all questions must be in writing and sent via email.

Guiding Principles: Consultants must conduct all activities for the Final Evaluation in an ethical manner. Evaluation activities should appropriately balance the desired creation of evidence with the protection of human subjects, including safeguarding the dignity, rights, safety, and privacy of participants. Evaluators are responsible for applying ethical principles in all stages of the Final Evaluation, and for raising and clarifying ethical matters with stakeholders during the course of the Final Evaluation.

Conflict of Interest: All team members must provide a signed statement attesting to a lack of conflict of interest or disclosing any real or potential conflicts of interest.

Non-Discrimination Statement: In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident. WISHH is an equal opportunity provider and employer.

Acronyms and Abbreviations

ASA	American Soybean Association
CAST	Commercialization of Aquaculture for Sustainable Trade
CE SAIN	Center of Excellence for Sustainable Agricultural Intensification and Nutrition
FAS	Foreign Agricultural Service
FFPr	Food for Progress
IPTT	Indicator Performance Tracking Table

KII	Key informant interview
KSU	Kansas State University
LOP	Life of project
M&E	Monitoring and Evaluation
MAFF	Ministry of Agriculture, Forestry and Fisheries
MES	Monitoring and Evaluation Staff
PMP	Project Monitoring Plan
PSM	Propensity score matching
QDA	Qualitative data analysis
RFP	Request for Proposals
SME	Small- to medium-sized enterprises
SPS	Sanitary-phytosanitary
TBD	To be determined
TOR	Terms of reference
USAID	United States Agency for International Development
USDA	United States Department of Agriculture
USG	United States Government
WISHH	World Initiative for Soy in Human Health

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Section 1: Supplies or Services and Prices/Costs

1.1 Purpose

The purpose of this RFP is to solicit applications from companies and/or individuals to conduct a Final Evaluation for ASA/WISHH's CAST project in Cambodia. CAST is a seven-year USDA-funded project that was awarded in September 2018. The Final Evaluation will collect quantitative and qualitative data. Additionally, this exercise will help assess the extent to which project objectives were met or unmet over the life cycle of the project.

The Final Evaluation team will be comprised of the lead consultant and his/her assistants and shall work in cooperation with USDA's Monitoring and Evaluation Staff (MES) in Washington, D.C., ASA/WISHH's staff in St. Louis, Missouri, CAST's Chief of Party and Deputy Chief of Party based in Cambodia, and CAST's implementing partners in Cambodia.

1.2 Period of Performance

The Period of Performance of this contract is expected to fall between February and July 2025. The anticipated award date for this contract is end of January or early February 2025.

Section 2: Background

2.1 About the Organization

The American Soybean Association (ASA) was founded in 1920 by soybean farmers and extension workers to promote soy for high protein applications in developmental settings. Overseas activities initiated in the mid-1950s and to date ASA has worked in over 80 countries. The World Initiative for Soy in Human Health (WISHH) was founded in 2000 to expand the work of the American Soybean Association (ASA) in developing emerging markets to improve health, nutrition and food security—building the groundwork for future markets of soy. WISHH provides services in food technology, business development, nutrition services, and program and proposal development. WISHH expertise extends its network into additional areas, such as aquaculture and animal feed.

ASA/WISHH connects trade and development to strengthen agricultural value chains in emerging markets, creating trade and long-term demand for U.S. soy. Trade can improve lives worldwide for both farmers and consumers. U.S. soy trade in emerging markets is pivotal to improve accessibility, affordability, and acceptability of high-quality plant and animal-sourced proteins in developing economies. Rising incomes in emerging economies generate further opportunity for trade. ASA/WISHH builds opportunity for long-term trade by improving agricultural value chains, human and animal nutrition, and farmer net incomes. ASA/WISHH initiatives broadly fit in two arenas: (1) trade-building long-term, early-stage market development, and (2) trade-building international agriculture and economic development. The St. Louis-based Program operates in sub-Saharan Africa, Asia and Central America.

ASA/WISHH has supported market and economic development activities in the human food sector since its inception in 2000 and works to increase the use of quality soy protein ingredients and products in food for human consumption through commercial development and nutrition programming. ASA/WISHH offers over six years of proven feed sector capacity and decades of accumulated knowledge from ASA programs. Principal approaches include market and economic assessments, technical assistance and capacity building, food and feed trials and demonstrations, farmer field days, youth mentorship programs, food and feed value chain development, and market linkages.

ASA/WISHH achieves its mission by working in close partnership with: (1) the public sector (e.g., USDA, USAID, U.S. land grant universities, and host country governments), (2) the private sector (e.g., trade associations: Qualified State Soybean Boards and U.S. Soybean Export Council), and (3) private voluntary organizations. The Program draws upon the resources and experience of these partners and the services of a cadre of ASA/WISHH consultants with technical expertise in agricultural, international and commercial development spheres. ASA/WISHH relies on decades of experience in food commercial development and agricultural development programming. The Program takes pride in its growing portfolio of success with U.S. government-funded projects, including USDA (Food for Progress, McGovern-Dole, Global Broad-Based Initiative, Foreign Market Development, Market Access Program, Emerging Markets Program, and Quality Samples Program) and USAID funding in both prime and sub-recipient capacities. ASA/WISHH has also attracted both private sector and other complementary funding sources from various donors to build on and leverage core funding from Qualified State Soybean Boards.

2.2 Project Description as modified for the development of the 2022 Merit Based Extension from the originally proposed version in 2018

CAST Cambodia, as amended and extended in 2022, is a seven-year program financed by the USDA and implemented by ASA/WISHH; the original agreement was signed by both parties on September 27 , 2018. The project supports the USDA FFPr objectives of increased agricultural production and trade by increasing the use of improved agricultural techniques and technologies among target populations and improving linkages between buyers and sellers.

The two main objectives of CAST Cambodia are:

1. Increase agricultural productivity in the freshwater aquaculture industry through improved inputs and practices; and
2. Increase trade in Cambodian aquaculture, by volume and value.

These objectives have been supported by the following activities:

Activity 1 Capacity Building: Agricultural extension agents/services

ASA/WISHH, through the CAST Project, has been building the capacity of Cambodian aquaculture education and extension systems through the transfer of U.S. agricultural research and extension methodologies. ASA/WISHH conducted needs assessments with stakeholder groups to determine technology gaps and is developing and implementing training and capacity building activities. CAST also supported the establishment of an

aquaculture professional course and certification for university students and professionals, and an internship/mentorship program to pair aquaculture students with industry professionals.

ASA/WISHH, through a CAST sub-award to the Sustainable Intensification Innovation Lab, funded by USAID supported the Center of Excellence for Sustainable Agricultural Intensification and Nutrition (CE SAIN) at the Cambodian Royal University of Agriculture to establish aquaculture training and feed demonstration facilities at three technology parks.

Activity 2 Inputs: Develop agrodealers and/or other input suppliers

The CAST Project has worked to increase supply and improve access to quality and domestically produced aquaculture inputs by providing targeted technical assistance to private hatcheries. CAST worked to support small to medium enterprises (SME) in aquaculture, including seed, feed, and veterinary suppliers. CAST conducted an assessment of the seed value chain to assess technical needs, supply chain challenges, and barriers to capacity expansion. With findings from this assessment in Year 2 and supported by CAST's mid-term evaluation, technical assistance was provided to private hatcheries and select feed mills. Furthermore, ASA/WISHH can, on demand, work on the development of aquaculture feed standards in collaboration with the Ministry of Agriculture, Forestry and Fisheries, support participation of freshwater aquaculture actors in local trade promotional events and build the input suppliers' capacity to provide extension services.

Activity 3 Training: Improved farm management

ASA/WISHH will continue to work with large and medium-size intensified pond and cage operations in order to increase their productivity and profitability by addressing issues related to technical knowledge and access to quality inputs, including feed, seed and fertilizer, and aquaculture infrastructure. ASA/WISHH will provide technical assistance to SME aquaculture producers and link input suppliers to potential buyers.

Activity 4 Training: Demonstration plots

ASA/WISHH's CAST Project has worked with CE SAIN to establish model aquaculture and training hubs in three locations. These research demonstration sites serve as a hub for expertise on freshwater aquaculture information, training and applied research in aquaculture. CAST has worked with key stakeholders to develop a technology park's facilities into a primary location for showcasing proven aquaculture research and training. CAST also collaborated with specific fish farming enterprises well suited to demonstrate Good Aquaculture Practices (GAqP) and the improved productivity that comes as a result; this includes leveraged resources for production demonstrations with inputs and improved equipment.

Activity 5 Training: Sanitary and phytosanitary standards

ASA/WISHH's CAST Market Systems Program (MSP) implemented by sub awardee World Vision International will support private sector actors to develop voluntary standards based on the Government of Cambodia's proposed sanitary-phytosanitary (SPS) framework and has helped facilitate the transition to the government's final standards for both post-harvest Cambodia Quality Seal (CQS) and farmer targeted Good Aquaculture Practices (GAqP). CAST has engaged with the Government of Cambodia to facilitate the creation of (GAqP) checklist of standards and measures to be adopted by the private sector actors wanting their fish production facilities to be certified by the government's competent authority. CAST has been developing and implementing communications campaigns among value chain actors and consumers to disseminate the benefits of SPS standards to the public. CAST engages with the Fisheries Administration's Post-Harvest Technologies and Quality Control to train private sector actors on voluntary industry SPS standards for aquaculture products, post-harvest, and will work with FIA's Department of Aquaculture Development to develop a producer certification system. , with the support of CAST, early adopters of quality standards will be portrayed as role models and will be supported as advocates to be part of institution boards such as the CAA or other Food safety related instances .

Activity 6 Capacity Building: Business development services

The CAST Program's Market Systems Program worked to strengthen the business management capacity of aquaculture enterprises, input and service providers, and other value chain stakeholders. CAST MSP will provide technical assistance and support identified stakeholders to develop and implement business plans. CAST has been providing financial support through a matching grants mechanism to improve market position through the introduction or adoption of innovative high-yielding technologies, particularly climate smart, renewable energy or sustainability contributing technologies.

Activity 7 Capacity Building: Producer groups/cooperatives

ASA/WISHH's CAST Program, through launching the Cambodian Aquaculturist Association (CAA), has helped organize aquaculture stakeholders, including producers, aggregators, wholesalers, and input suppliers at local and national levels to address issues of common interest. These include public policy, improved production practices, development of voluntary standards, information sharing, and general promotion of Cambodian aquaculture to consumers.

ASA/WISHH facilitated the creation of a Cambodian national aquaculture association; the CAA's registration was approved by the Ministry of the Interior in June 2020. CAST has conducted outreach to promote the association, solicited feedback on association services, and identified potential members. In 2022 CAST continues to facilitate the CAA's management in the selection of association leadership and support members; in early 2022 CAST and the CAA chose a facilitator to develop the association mission, services, sustainability strategies and other features of a multiyear strategic plan. In 2022, the CAA adopted its strategic plan and continued to grow and develop as a sustainable and relevant organization representing the Cambodian aquaculture

industry. Through the life of the CAST Project, ASA/WISHH has continued to train association leadership and staff in marketing and advocacy strategies, and policy analysis.

Activity 8 Training: Improved marketing and branding

ASA/WISHH ‘s CAST Market Systems Program has continued promoting and raising awareness of local aquaculture fish to Cambodian consumers and influencing consumer preferences as suggested by the MTE. CAST has worked to raise consumer awareness of high-quality, Cambodian-grown, freshwater aquaculture fish and strengthen buyer-seller linkages along the value chain by contracting to organize and launch a multiphase consumer awareness and branding campaign targeting consumers, consumer-facing companies, and exporters. CAST MSP conducted a market survey on consumers’ current perceptions, preferences, purchasing considerations, and identified media contact points. The study, following the MTE suggestions, identified consumer perceptions, development of behavior change messaging, identification and targeting. In the last year of the project CAST has contracted a PR firm to select media, design and implement a marketing and branding strategy, and measure the results.

CAST has supported producers, wholesalers, distributors, and retailers to build a sustainable supply chain for locally sourced quality Cambodian fish, as well as promoting value-chain linkages and branding techniques for advocating locally produced fish. CAST has linked high-volume domestic buyers and industries with local producers and identified regional market opportunities for export and assisted exporters in finding reliable supply chains of quality fish. In conjunction with the CAA, and emphasized in the MTE, CAST Market Systems division has facilitated marketing events, including trade shows and discussion panels to support buyer-seller relationships and promote local aquaculture.

Activity 9 Market Access: Facilitate a traceability system for domestic aquaculture

ASA/WISHH’s CAST Market Systems Program has been supporting select distributors and export companies to pilot a traceability system to support compliance with production and sanitary and phytosanitary standards. ASA/WISHH will identify a cost-effective technology platform and support industry stakeholders to establish effective, business-friendly protocols to be integrated into a traceability software program. Once protocols are established, ASA/WISHH will train stakeholders on traceability protocols and the use of software and equipment. ASA/WISHH will ensure that marketing materials, consumer awareness/branding campaigns, and export promotion initiatives incorporate information about the benefits of traceability to ensure sanitary and phytosanitary standard compliance. ASA/WISHH will co-invest in the operational costs of the traceability system, and train selected participants on operations management and reporting requirements.

Activity 10 Financial Services: Provide SME finance, technical assistance loans and grants

ASA/WISHH's CAST Market Systems Program commissioned a study in year 2 outlining the business environment, growth potential, and market opportunities in the aquaculture sector, as well as recommendations for financial institutions, the private sector, and other stakeholders and aquaculture initiatives. CAST's MSP provided co-investment opportunities in promising aquaculture value chain enterprises through the provision of loans. This would be achieved through an agreement with a local financial institution to manage co-investment capital; the agreement includes joint development of investment criteria, identification of return-on- investment hurdles, and sub-sector prioritization. The CAST Project has supported the finance sector through project seminars, farmer-field days, agricultural exhibitions and other project activities with representatives from key agricultural financing institutions to build relationships with sector stakeholders and leaders.

ASA/WISHH's CAST Market Systems has supported the Syngenta Foundation and a private agricultural insurance provider to develop an insurance product targeting aquaculture producers. This has required collecting weather and climate data in areas with pond and cage production. CAST MSP has facilitated the insurance partnership's introduction to the aquaculture value chain via farm visits, access to information including production models, and meetings with stakeholders. The partnership is testing new insurance products via simulations with a representative sample of producers to improve the design and reach a final product that can be taken to market. By the end of the project period, CAST will have facilitated the private sector to launch the first underwritten insurance policies for the aquaculture farmers in Cambodia, which will lay the groundwork for expansion and growth to further de-risk commercial aquaculture.

2.3 Relevant Program Documents

The Consultant will be expected to utilize available documents applicable to CAST Cambodia and display a good understanding of USDA's M&E Policy and Indicator Handbook.

Section 3: Statement of Work

3.1 Final Evaluation Objectives

ASA/WISHH is seeking the services of a third-party consultant or team of consultants to carry out a Final Evaluation for CAST Cambodia in accordance with the terms of reference (TOR) herein. ASA/WISHH anticipates that this study will take place in the provinces mentioned above and that the Consultants will collect control data from other geographically similar provinces (e.g., Kampong Chhnang, Kampong Speu, Takéo).

The Final Evaluation is meant to serve the following purposes:

1. To provide a better understanding about the results, achievements and shortcomings of CAST Cambodia. Specifically, the evaluation should review links to the 10 project activities and the outcomes they have generated. The report should provide a thorough examination of the challenges encountered in the specific activities and offer recommendations for improving those activities in future projects.

2. To deepen our understanding of the confounding variables that have influenced and impacted beneficiary outcomes, including external and internal factors that may have influenced outcomes
3. To identify strategies for further advancing the aquaculture value chain and develop recommendations for future program development

The Final Evaluation will assess the project's sustainable practices, evaluating the appropriateness and effectiveness of current strategies and interventions. It will also provide guidance on developing more sustainable practices, and should include reliable background information and analysis related to the current conditions and realities in the aquaculture sector.

This will necessitate a quasi-experimental design that uses both quantitative and qualitative methods for collecting data. ASA/WISHH expects that the Consultant will collect data from farmers, feed millers, postharvest actors (beneficiaries) and people in government, development partners, related agricultural industry representatives (stakeholders) etc.

3.2 Final Evaluation Questions

The Consultant should propose a detailed and reproducible strategy for answering the following research questions:

1. To what extent did the project have an impact on the productivity of feed mills, aquaculture producers, and hatcheries and nurseries?
2. To what extent did the project have an impact on international soy protein trade and the agricultural and fish product trade?
3. To what extent did the project have an impact on the quantity and quality of feed and seed produced for aquaculture producers and its availability and accessibility?
4. To what extent did the project have an impact on the supply of premium quality Cambodian grown freshwater fish (e.g., snakehead, clarias catfish, red tilapia) to the local market?
5. To what extent did the project have an impact on beneficiaries' ability to access finance that is needed for business growth and development?

It is also expected that the Consultant will work with ASA/WISHH staff to further develop these questions, including in the area of economic benefits accrued to beneficiaries. The Final Evaluation should collect data for all applicable indicators included in the PMP. An abbreviated version of this file can be found in Attachment B. Table #4 includes all of the project's 19 standard indicators.

The following are an amended list of CAST Cambodia's standard indicators:

- Number of hectares under improved management practices or technologies that promote improved climate risk reduction and/or natural resources management;
- Number of hectares under improved management practices or technologies;
- Number of individuals in the agriculture system who have applied improved management practices or technologies;
- Yield of targeted agricultural commodities;
- Value of annual sales of farms and firms;
- Volume of commodities (metric tons) sold by farms and firms.

The project also has 11 custom indicators that can be found in Attachment C. The following is a preliminary list of CAST Cambodia's custom indicators:

- Area of ponds under improved management practices or technologies;
- Number of hatcheries or feed mills providing seed or feed that meets international quality standards;
- Number of market actors selling fish who are compliant with national SPS standards or are using an independent quality seal;

Where applicable, the standard and customs indicators should be disaggregated as specified in CAST's PMP.

3.3 Approach and Methodology

The final evaluation uses a mixed-methods approach, involving quantitative and qualitative analysis. The quantitative component applies a quasi-experimental design in which data will be collected from project beneficiaries across the six treatment provinces and Phnom Penh municipality, and samples in the three control provinces. The qualitative component consists of key informant interviews (KIIs) and focus groups with different actors within the aquaculture value chain. The Consultant will consult with CAST and USDA to finalize the manner of quasi experimental design which will be implemented. Additionally, even if/when secondary data are available for the Consultant to build on, attempts should be made to obtain primary data with reliable methods to ensure data integrity.

The methods and tools used in the study should include a combination of the following:

Document review: The Consultant will find it useful to reference a broad range of background documents related to the aquaculture sector in Cambodia apart from project documents provided by ASA/WISHH.

Population-based Survey(s)This evaluation aims to compare observed performance indicator-specific output and outcomes against the benchmarks established at baseline to quantify contributions made to the aquaculture sector in Cambodia. These surveys will be administered to beneficiaries in each of the six project's intervention provinces and three control provinces. A sample of beneficiaries should be selected for each of our subgroups and the appropriate survey should be administered to these beneficiaries in person. The sample for the control provinces should be adapted from the baseline. The Consultant will be responsible for hiring and training enumerators, managing the logistics of field visits, ensuring that the data collected is accurate, and that beneficiary information is safe and secure.

Key Informant Interviews (KIIs): The Consultant is expected to conduct KIIs with key stakeholders from multiple subgroups, including U.S. and field-based USDA staff, ASA/WISHH staff and associated consultants, implementing partners and staff, relevant development partners and stakeholders, and program stakeholders and beneficiaries (e.g., producers, feed mills, hatcheries and nurseries). The consultant will be encouraged to interview some of the same key informants included in the baseline study. The purpose of these interviews is to learn more about barriers and

facilitators to project implementation and develop a better understanding about the conditions under which CAST was implemented. The Consultant will need to develop a semi-structured interview guide and questionnaire. The consultant will also propose a strategy for determining which beneficiaries will be asked to participate in these interviews.

If necessary, ASA/WISHH will assist in making appointments with partners, community members, government officials and other stakeholders.

Focus groups: Focus groups should be conducted with a subset of beneficiaries (i.e., field mills, aquaculture farmers, hatcheries, nurseries and post-harvest actors). The purpose of these focus groups will be to gain a better understanding of participants' experiences with the program, the impact the program has had on them and their families and provide participants with an opportunity to share suggested improvements for the program. These focus groups should be audio-recorded, translated into English, and transcribed by an approved transcription service. Qualitative data analysis (QDA) software should be used to chunk and code transcripts and theme reports will be developed for each type of focus group.

3.4 Deliverables

The Consultant is expected to provide the following deliverables to ASA/WISHH:

Implementation Plan and Schedule

The Consultant will submit a draft of their inception report (implementation plan) on or before the 15 February 2025. This document should include the evaluation approach, methods for data collection, overview about data processing and analysis, list of team members' roles and responsibilities, and planned schedule of activities. CAST/ASA/WISHH will respond and discuss changes with the goal of approving the final implementation plan on or before the 4 April 2025. This plan should include a step-by-step account of how data will be collected and managed during this exercise. This document should also include a detailed schedule of activities and data collection instruments, tools, and guidelines. It is expected that data collection will commence on or around 17 April 2025 and be completed within four weeks or by 15 May 2025. The Consultant will complete a review of all data and share a descriptive report with ASA/WISHH on or before 6 June 2025. Data analysis should be completed by 13 June 2025 and a first draft of the Final Evaluation Report should be submitted to ASA/WISHH before July 2025. ASA/WISHH and project stakeholders will review this report and provide feedback to the Consultant . The Consultant will be expected to review these comments and submit a final copy of this report by end of July 2025.

Data Analysis Plan

The Consultant will submit a Data Analysis Plan that clearly describes the sampling strategy to be used for the Final Evaluation and which includes an overview of how data will be analyzed. The Consultant will also be expected to summarize the methods followed to determine the sample size needed for the intervention and control groups. This document should be submitted along with the Inception Report/implementation plan to ASA/WISHH on or before 15 February 2025. The Data Analysis Plan should describe what procedures will be used to analyze quantitative data and how the Final Evaluation will integrate qualitative data from KIIs with quantitative data from the population-based household surveys and quasi experimental study. The Consultant will be

expected to conduct a theme analysis on this data using approved qualitative data analysis (QAD) software. Each data collection, analysis, and/or presentation tool, including the specific instruments, needs to be approved by ASA/WISHH prior to the start of data collection. The Consultant will administer population-based survey(s) in intervention and control provinces and utilize propensity score matching (PSM) where appropriate. The Consultant should provide a list of suggested covariates to be collected during this exercise and conduct a confounder analysis if and where possible. The Data Analysis Plan will be approved along with a final draft of the Inception Report by 4 April 2025 .

Final Evaluation Report and Data

The Final Evaluation Report, not to exceed 50 pages (not including annexes), should be concise and to the point, utilizing charts, graphs and diagrams where appropriate. The Consultant will be required to describe methods used for data collection in enough detail so that the results reported are reproducible. This document should make clear linkages between the data collected and analyzed, to key findings reported in the results section of the report. As described, the Consultant will be expected to solicit and incorporate feedback from ASA/WISHH as well as different sets of stakeholders before submitting their final report. This is expected to be a reiterative process with continued communication between Consultants and stakeholders with a first complete draft report being submitted mid-June for initial comments, and a revised final report taking into consideration remarks and comments from all stakeholders should be submitted in late July..

The following table displays requirements for the final report:

Table 1: Final Report Requirements	
Language	ENGLISH
Report Length	*Maximum of 5 0 pages, excluding the Table of Contents and Annexes*
Executive Summary	Include a 2–3-page Executive Summary that provides a brief overview of the study's purpose, project background, methods, findings, and lessons learned from the study.
Methods	• Explain study methodology in detail. • Disclose limitations, especially those associated with the methodology (e.g. selection bias, recall bias). NOTE: A summary of methodology can be included in the body of the report, with the full description provided as an annex.
General overview and Final Evaluation Questions	Provide a general overview and analysis of the current status in the aquaculture sector in the target areas particularly through the desk review. Provide answers to the research questions.

Findings and data	Present findings and data as analyzed facts, evidence and supported by strong quantitative or qualitative evidence and not anecdotes, hearsay or peoples' opinions.
Recommendations	Provide recommendations.
Annexes	Include the following as annexes, at minimum: • Terms of Reference. • Full description of Final Evaluation methods. • All Final Evaluation tools (e.g., questionnaires, checklists, discussion guides, surveys). • A list of sources of information (e.g. key informants, documents reviewed, other data sources.) Only if applicable, include as an annex Statement(s) of Differences regarding any significant unresolved differences of opinion on the part of funders, implementers, and/or members of the research team.

The following table includes important dates for the Final Evaluation:

Table 2: Timeline for Final Evaluation	
Item	**Deadline**
Inform winning bid consultant	January 31, 2025
Start date of contract	February 15, 2025
First draft of inception report (implementation plan) including data analysis plan.	March 15 2025
Final inception report approved (implementation plan) with schedule of activities and data collection instruments, tools, and guidelines	April 4 2025
Data Analysis Plan approved	April 4 2025
Data collection tool preparation	March 15 - April 17 2025
Data Collection Phase – (KII, FGD, Field Data collection)	April 17 - May 15 2025
Complete and submit descriptive report.	June 6, 2025
Submit draft data analysis report.	June 13 2025

First draft of Final Evaluation Report	July 10, 2025
Final Evaluation Report	July 31, 2025

The Consultant will be expected to provide ASA/WISHH with access to all primary data collected for the Final Evaluation.

3.5 Research Team

The Consultant must have a team comprised of individuals with strong technical skills, experience in quantitative and qualitative research, study design, data collection and analysis, and technical competence in key project activities. In particular, the lead Consultants(s) will have the following qualifications:

- At least ten years of demonstrated experience conducting external evaluations and/or evaluations of agricultural development programs (required) and hold a graduate degree in agriculture, monitoring and evaluation, statistics, economics, or another related field (preferred).
- Experience conducting similar studies in Southeast Asia (required) and within Cambodia's aquaculture industry (preferred).
    - Consultants who do not have experience evaluating aquaculture programs in Cambodia are strongly encouraged to sub-contract with a technical expert(s) based in country to collect data for the Final Evaluation.
- Experience conducting external evaluations for USDA, United States Agency for International Development (USAID), or other United States Government (USG) projects (required). Preference will be given to those who demonstrate experience with USDA and/or USAID indicators.
- Experience in quantitative data collection, statistics/econometrics such as quasi-experimental design, propensity score matching, regression, design effects, and questionnaire development.
- Experience designing tools for focus group discussions and key informant interviews and facilitating these sessions
- Demonstrable knowledge of participatory methods and commitment to best practices.
- Experience and capability in producing survey reports.
- Experience in study design and data collection and analysis of quantitative and qualitative data and supervisory capabilities of each of these areas.
- Fluent in written and spoken English; proficient in written and spoken Khmer (preferred).

The assessment will be independent and conducted by a third party. Specifically, the regulations specify that the third party conducting the assessment:

- Is financially and legally separate from the participant's organization.
- Has staff with demonstrated knowledge, analytical capability, language skills and experience in conducting assessments of development programs involving agriculture, education, and nutrition.
- Uses acceptable analytical frameworks such as comparison with non-project areas, surveys, involvement of stakeholders in the assessment, and statistical analyses
- Uses local consultants, as appropriate, to conduct portions of the assessment; and,
- Provides a detailed outline of the evaluation, major tasks, and specific schedules prior to initiating the evaluation.

The Consultant is expected to:

- Develop a comprehensive study and data collection methodology (e.g., sample size and sampling methods).
- Conduct/coordinate and supervise quantitative and qualitative data collection.
- Communicate directly and frequently with ASA/WISHH staff (e.g., weekly updates, monthly progress reports).
- Conduct data analysis and generate summary of findings.
- Draft the final report.

ASA/WISHH staff and implementing partners will be available to answer technical questions about program structure and implementation, and to provide guidance/advice on logistics, meeting arrangements, and other matters.

Attachment A: Proposal Guidelines and Selection Criteria

The candidate shall submit a full proposal to ASA/WISHH via an electronic submission to Modibo Diabate at mdiabate@soy.org **no later than January 20, 2025** with the following:

- Curriculum Vitae(s) of the lead consultant and assistants.
- References of similar work conducted by the applicant and recommendations if available.
- A technical proposal not to exceed 10 pages (not including annexes) that includes a clear description of the study's objectives and demonstrating a good understanding of the scope of work, the methodology, and a plan for data collection and analysis.
    - The methodology should include a detailed data collection plan, describing the data collection technique(s) to be used, related data collection sources, and a rationale for reasons the data collection was chosen.
- A line-item budget including staff, travel, equipment, supplies, and professional services, if applicable.
- A detailed work plan showing the resources needed, the time anticipated, and the outcomes/deliverables to be reached that includes a timeline of deliverables.

Proposals and associated documents must be submitted in English.

The following criteria will be used to review and score candidate proposals:

Table 3: Criteria for Scoring Proposal	
Criteria	**Scoring (out of 100)**
Soundness of proposed methodology	40 points
Skills and Past Experience	30 points
Past aquaculture experience in Cambodia	10 points
Quality control methods	10 points
Financial Competitiveness	10 points
Total:	**100 points**

Attachment B: Abbreviated Version of PMP with Standards

Table 4: Overview of Standard Indicators				
Indicator Number	**Performance Indicator**	**Indicator Definition and Unit of Measurement**	**Data Source**	**Method/Approach of Data Collection or Calculation**
1	Standard #10: Number of individuals who have received USDA-supported degree-granting non-nutrition-related food security trainings	Definition: This indicator measures the number of people who are currently enrolled in or have graduated during the reporting year from a degree-granting technical, vocational, associate, bachelor, master, or Ph.D. program. Disaggregate by sex (i.e., Male, Female) and duration (i.e., New, Continuing) Unit of measurement: Number of individuals	Course registration and completion records Attendance sheets and activity reports List of training topics covered under each activity (e.g., agronomy, plant pathology, anthropology)	Data to be captured electronically when possible Verification task to be performed at the end of each fiscal year Routine monitoring activities Baseline is zero
2	Standard #12: Number of organizations with increased performance with USDA assistance	Definition: This indicator measures whether USDA-funded capacity development efforts have led to improved organizational performance in organizations receiving organizational performance improvement support. Disaggregate by type of organization: • Research and educational • Private sector firms • Producer associations • Extension organizations • Government agencies • Non-governmental and not-for-profit organizations • Women's groups • Trade and business associations • Water users associations • Other Unit of measurement: Number of organizations	Adapted version of the Organizational Performance Index (OPI), balanced scorecard, or similar List of organizations receiving organizational performance improvement support Documented plans to assess outputs and outcomes and measure performance gaps	Data will be collected electronically from organizations that received training during Years 2, 3, and 4 of the projects Verification task to be performed at the end of each fiscal year Routine monitoring activities Baseline is zero
3	Standard #9: Number of technologies, practices, and approaches under various phases of	Definition: This indicator tracks the progression of new or significantly improved technologies, practices, and approaches through research and development (R&D) to the	List of technologies, practices, and approaches Monthly or	Documentation of R&D strategies and phase of research Verification task to be performed at the end of

	research, development, and uptakes as a result of USDA assistance	demonstrated uptake by public or private sector stakeholders. Disaggregate by category of research: • Plant and Animal Improvement Research • Production Systems Research • Social Science Research Within each category disaggregate by phase of development: • Under research as a result of USDA assistance • Under field testing as a result of USDA assistance • Made available for uptake as a result of USDA assistance • Demonstrated uptake by the public and/or private sector with USDA assistance <u>Unit of measurement</u>: Number of technologies, practices, and approaches	quarterly progress reports Beneficiary records	each fiscal year Routine monitoring activities Baseline is zero
5	Standard #13: Number of public-private partnerships formed as a result of USDA assistance	Definition: The number of public-private partnerships in agriculture or nutrition formed during the reporting year due to USDA intervention (i.e., agricultural or nutrition activity, as described below). See USDA's indicator handbook for further information. Disaggregation by type of partnership (refer to the primary focus of the partnership if applicable): • Agricultural production • Agricultural post-harvest transformation • Nutrition • Multi-focus (use this if there are several components of the above sectors in the partnership) • Other (do not use this for multi-focus partnerships) Unit of measurement: Number of partnerships	Beneficiaries to be provided with a mechanism to report any new private-public partnerships Clear agreement and/or documentation of cash or in-kind contribution	Self-reported by beneficiaries Verification task to be performed at the end of each quarter Data to be captured electronically when possible Baseline is zero
6	<u>Standard #21</u>: Number of individuals who have received short-term agricultural sector	<u>Definition</u>: The number of individuals to whom significant knowledge or skills have been imparted through interactions that are intentional, structured, and purposed for imparting	Attendance sheets or other to be completed for all trainings and capacity	Attendees to sign in before the training or other capacity building activity begins Data to be captured

	productivity or food security training as a result of USDA assistance	knowledge or skills should be counted as received training, through formal or informal means Disaggregation by gender (i.e., male/female) and new/continuing are required and disaggregation by type of individual to be included if applicable. See USDA's indicator handbook for further information. Unit of measurement: Number of individuals	building activities Check list of topics covered during these exercises to be completed by facilitators	electronically when possible Verification task to be performed at the end of each quarter Baseline is zero
7	Standard #2: Number of hectares under improved management practices or technologies that promote improved climate risk reduction and/or natural resources management with USDA assistance	Definition: This indicator measures the area in hectares where USDA-promoted management practices or improved technologies that reduce climate risk and improve land, marine, and other natural resources management were applied during the reporting year to areas managed or cultivated by producers participating in a USDA-funded activity. No disaggregation is required. Unit of measurement: Number of hectares	Beneficiary records and output for Standard #3 Monthly or quarterly site visits and/or phone calls	Baseline is the area under improved management practices and technologies that support improved climate risk reduction and/or natural resources management before October 2019 Routine monitoring activities
8	Standard #3: Number of hectares under improved management practices or technologies with USDA assistance	Definition: This indicator measures the area in hectares where USDA-promoted management practices or improved technologies were applied during the reporting year to areas managed or cultivated by producers participating in a USDA-funded activity. No disaggregation is required. Unit of measurement: Number of hectares	Beneficiary records and output for Standard #4 Monthly or quarterly site visits and/or phone calls	Baseline is the area under improved management practices and technologies before October 2019 Routine monitoring activities
10	Standard #4: Number of individuals in the agriculture system who have applied improved management practices or technologies with USDA assistance	Definition: This indicator measures the total number of agriculture system actors participating in USDA-funded activities who have applied improved management practices and/or technologies promoted by USDA anywhere within the food and agriculture system during the reporting year.	Beneficiary records and output for Standard #21 Monthly or quarterly site visits and/or phone calls Data	Baseline is the number of beneficiaries applying improved management or technologies at the start of the activity Site visits to speak with beneficiaries about improved management practices and technologies applied

		Disaggregate by value chain actor type (e.g., smallholder producers, people in government, other), sex (i.e., male, female), age (i.e., 15-29, 30+), management practice or technology type (e.g., crop genetics, cultural practices, livestock management), and commodity (i.e., type of crop, type of animal or animal product, or type of fish - freshwater or marine). Unit of measurement: Number of individuals	verification task to occur bi-annually	Data to be captured electronically when possible
11	Standard #22: Number of individuals participating in USDA food security programs	Definition: This is an output indicator measuring the number of individuals directly participating in USDA-funded interventions, including those we reach directly, those reached as part of a deliberate service strategy, and those participating in the markets we strengthen. See USDA's indicator handbook for further information. Disaggregate by sex (i.e., male/female), age category (i.e., 15-29, 30+), and type of individual (e.g., people in government, people in civil society, producers). Double-counting is not allowed for sex or age category but is allowed for type of individual. See USDA's indicator handbook for further information. Unit of measurement: Number of individuals	Program records such as attendance sheets ODK Collect and project database	Number of direct beneficiaries to be calculated following migration and cleaning of other activity specific data Cross tabulation of select activity level output indicators Baseline is zero

12	Standard #23: Number of individuals benefiting indirectly as a result of USDA assistance	Definition: This is an output indicator measuring the number of individuals indirectly benefitting from USDA-funded interventions. The individuals will not be directly engaged with a project activity or come into direct contact with a set of interventions (goods or services) provided by the project. See USDA's indicator handbook for further information. No disaggregation is required. Unit of measurement: Number of individuals	Activity specific records and output for Standard #22 ODK Collect and project database Monthly or quarterly site visits and/or phone calls	Self-reported by beneficiaries Number of indirect beneficiaries to be calculated following the verification of data described for Standard #22 Routine monitoring activities Baseline is zero
13	Standard #1: Yield of targeted agricultural commodities among program participants with USDA assistance	Definition: Yield is a measure of the total output of production of an agricultural commodity (crop, fish, milk, eggs, live animal offtake) divided by the total number of units in production (hectares planted of crops, area in hectares for pond aquaculture, cubic meters of cage for cage aquaculture, maximum number of animals in the herd/flock during the reporting year for live animals, maximum number of producing cows or hens during the reporting year for dairy or eggs). Yield per hectare, per animal and per cubic meter of cage is a measure of productivity from that farm, fisheries, or livestock activity from USDA-assisted producers. For aquaculture, disaggregate by commodity (i.e., type of fish - freshwater or marine), sex (i.e., Male, Female), and age (i.e., 15-29, 30+) Unit of measurement: • Total production (TP) for pond and cage aquaculture: kilograms (kg) • Total units of production (UP) for pond aquaculture: hectare of surface area • Total units of production (UP) for cage aquaculture: cubic meter of cage	Subset of target population to be surveyed during the baseline evaluation Records of sales shared by farms and firms Results of value chain assessment	Self-reported by beneficiaries Baseline data to reflect the yield of targeted commodities in the year prior to programming

14	Standard #18: Value of annual sales of farms and firms receiving USDA assistance	Definition: This indicator measures the value in U.S. dollars of the total amount of sales of products and services by USDA-assisted farms and firms during the reporting year within USDA-supported agricultural commodity value chains or markets. See USDA's indicator handbook for further information. Disaggregate by type of product or service (e.g., agricultural commodities, post-harvest storage and processing equipment, business services, production support services), type of	Beneficiaries who reported volume of commodities (metric tons) sold during the baseline evaluation Records of sales shared by farms and firms Results of value chain assessment	Self-reported by beneficiaries To utilize baseline data collected for Standard #19 Self-reported and to be verified in October of 2020, 2021, and 2022 Routine monitoring activities
		producer/firm (e.g., producer - smallholder, firm - microenterprise, firm - large enterprise or corporation), sex of producer or proprietor(s) (i.e., male, female, mixed), and age (i.e., 15-29, 30+, mixed). See USDA's indicator handbook for further information. Unit of measurement: U.S. Dollar	Beneficiary records and output for Standard #1	
15	<u>Standard #19</u>: Volume of commodities (metric tons) sold by farms and firms receiving USDA assistance	<u>Definition</u>: This indicator will collect the volume (as calculated in gross metric tons (MT)) of sales of targeted commodities by farms and firms receiving USDA assistance. This includes the volume of all sales of targeted commodity(ies), not just the volume of farm-gate sales. Disaggregate by commodity type ~~(i.e., type~~ of crop, type of animal or animal product, type of fish - freshwater or marine). The overall "horticulture" commodity disaggregate can be used if desired. <u>Unit of measurement</u>: Metric Tons	Subset of target population to be surveyed during the baseline evaluation Records of sales shared by farms and firms Results of value chain assessment Beneficiary records and output for Standard #18	Baseline survey to be administered during Year 1 of the project and to capture volume of agricultural commodities reported Routine monitoring activities

23	Standard #5: Number of individuals accessing agriculture-related financing as a result of USDA assistance	Definition: Total number of agricultural producers (individual farmers, fishers, cooperatives, etc.), input suppliers, transporters, processors, other Micro, Small and Medium enterprises (MSME), and larger enterprises that are in a targeted agricultural value chain and are participating in a USDA-funded activity that access agriculture-related financing with USDA assistance. This indicator counts individuals accessing debt (both cash and in-kind loans) and non-debt financing. Disaggregate by type of financing accessed (i.e., debt or non-debt). Debt should be further disaggregated by type of debt (i.e., cash, in-kind), size of recipient (e.g., individuals/microenterprises), sex of producer or proprietor(s) (i.e.,	Attendance records for finance trainings Checklist highlighting topics covered during finance trainings Documentation of new financing accessed by beneficiaries Monthly or quarterly site visits and/or phone calls	Attendees to sign in before structured finance trainings Self-reported financing activities Technical assistance provided during site visits to be documented Data to be captured electronically when possible Verification task to be performed at the end of each quarter Baseline is zero

		male, female, mixed), and age (i.e., 15-29, 30+, mixed). Non-debt should be further disaggregated by size of recipient (e.g., individuals/microenterprises), sex of producer or proprietor(s) (i.e., male, female, mixed), and age (i.e., 15-29, 30+, mixed). Unit of measurement: Number of individuals		
24	Standard #7: Number of loans disbursed as a result of USDA assistance	Definition: This indicator captures the number of loans made/disbursed during the reporting year as a result of USDA assistance to producers, input suppliers, transporters, processors, other MSMEs, and larger enterprises that are in a targeted agricultural value chain. No disaggregation is required. Unit of measurement: Number of loans	Beneficiary records documenting the number of loans received Monthly or quarterly site visits and/or phone calls	Self-reported by beneficiaries Routine monitoring activities Data to be captured electronically when possible Verification task to be performed at the end of each quarter Baseline is zero
25	Standard #8: Value of agriculture-related financing accessed as a result of USDA assistance	Definition: This indicator sums the total U.S. dollar value of debt (both cash and in-kind loans) and non-debt financing, such as equity financing, disbursed during the reporting year as a result of USDA- assistance to producers (individual farmers, fishers, cooperatives, etc.), input suppliers, transporters, processors, other MSMEs, and larger enterprises that are in a targeted agricultural value chain. The indicator counts the value of non-debt financing and both cash and non-cash lending disbursed to the participant, not financing merely committed (e.g., loans in process, but not yet available to the participant). See USDA's indicator handbook for further information. Disaggregate by type of financing accessed (i.e., debt or non-debt). Debt should be further disaggregated by type of debt (i.e., cash, in-kind), size of recipient (e.g.,	Beneficiary records documenting the amount of loans received Monthly or quarterly site visits and/or phone calls	Self-reported by beneficiaries Routine monitoring activities Data to be captured electronically when possible Verification task to be performed at the end of each quarter Baseline is zero

		individuals/microenterprises), sex of producer or proprietor(s) (i.e., male, female, mixed), and age (i.e., 15-29, 30+, mixed). Non-debt should be further disaggregated by size of recipient (e.g., individuals/microenterprises), sex of producer or proprietor(s) (i.e., male, female, mixed), and age (i.e., 15-29, 30+, mixed). Unit of measurement: U.S. Dollar		
27	Standard #17: Number of policies, regulations and/or administrative procedures in each of the following stages of development as a result of USDA assistance	Definition: Number of agricultural enabling environment policies/regulations/administrative procedures in the areas of agricultural resource, food, market standards & regulation, public investment, natural resource or water management, and climate change adaptation/mitigation as it relates to agriculture. See USDA's indicator handbook for further information. Disaggregation by stage (i.e., 1-5, other) is required. Unit of measurement: Number of policies, regulations, and/or administrative procedures and supplementary narrative(s)	Policies, regulations, and administrative procedures enacted to be captured in a questionnaire Quantitative and qualitative items to determine stage of progress	Document the implementation of a new policy, regulation, or administrative procedure Interview key informants with specialized knowledge about this topic Baseline is zero
29	Standard #14: Value of new USG commitments and new public and private sector investment leveraged by USDA to support food security and nutrition	Definition: Investment is defined as any use of public or private sector resources intended to increase future production output or income, to improve the sustainable use of agricultural-related natural resources (soil, water, etc.), or to improve water or land management anywhere along the food, feed and fiber system and natural resources management. Disaggregation by type of investment (i.e., host government, other public sector, private, new USG commitment) is required. Unit of measurement: U.S. Dollar	Beneficiary records Clear agreement and/or documentation of cash or in-kind contribution	Self-reported by beneficiaries Verification task to be performed at the end of each quarter Baseline is zero
30	Standard #11: Number of host government or	Definition: The indicator tracks the performance of activities working with national	Documentation of plans to identify risks	Routine monitoring activities

	community-derived risk management plans formally proposed, adopted, implemented or institutionalized with USDA assistance	governments, regional and/or local governments and/or communities to develop, implement, and institutionalize risk management plans. Disaggregate by type (i.e., Government, Community) and phase of development (i.e., Proposed, Adopted, Implemented, Institutionalized) Unit of measurement: Number of risk management plans	and their likelihood of occurrence Beneficiary records Checklist highlighting steps taken to develop, implement, and institutionalize risk management plans	Data to be captured electronically when possible Verification task to be performed at the end of each fiscal year Baseline is zero

Attachment C: Abbreviated Version of IPTT with Customs

Table #5: Overview of Custom Indicators	
Indicator Number	**Performance Indicator**
4	Custom #1: Number of private enterprises, producers organizations, water user associations, women's groups, trade and business associations, and community-based organizations (CBOs) who received short-term agricultural sector productivity, food security or other training as a result of USDA assistance
9	Custom #2: Area of ponds (cubic meters) under improved management practices or techniques with USDA assistance
16	Custom #3: Number of hatcheries or feed mills providing seed or feed that meets international quality standards
17	Custom #4: Number of beneficiaries who subscribe to receive market information about price and availability of aquaculture products
18	Custom #5: Number of market actors selling fish who are compliant with national SPS standards or are using an independent quality seal
19	Custom #6: Number of farms that increased the number, size, or amount of ponds, cages, or equipment with USDA assistance
20	Custom #7: Number of value chain actors with increased capacity and utilization of cold chain assets
21	Custom #8: Number of production contracts created between wholesalers and aquaculture producers
22	Custom #9: Number of individuals who visited the CE SAIN research technology parks in Battambang and Kampong Thom
26	Custom #10: Number of wholesalers who report an increase in volume or improvement in quality of specific fish varieties available in the aquaculture value chain
28	Custom #11: Number of business plans developed that include marketing and distribution strategies

Attachment D: Project-Level Results Framework(s)

Figure 1: USDA Results Framework with CAST Activities (SO1)

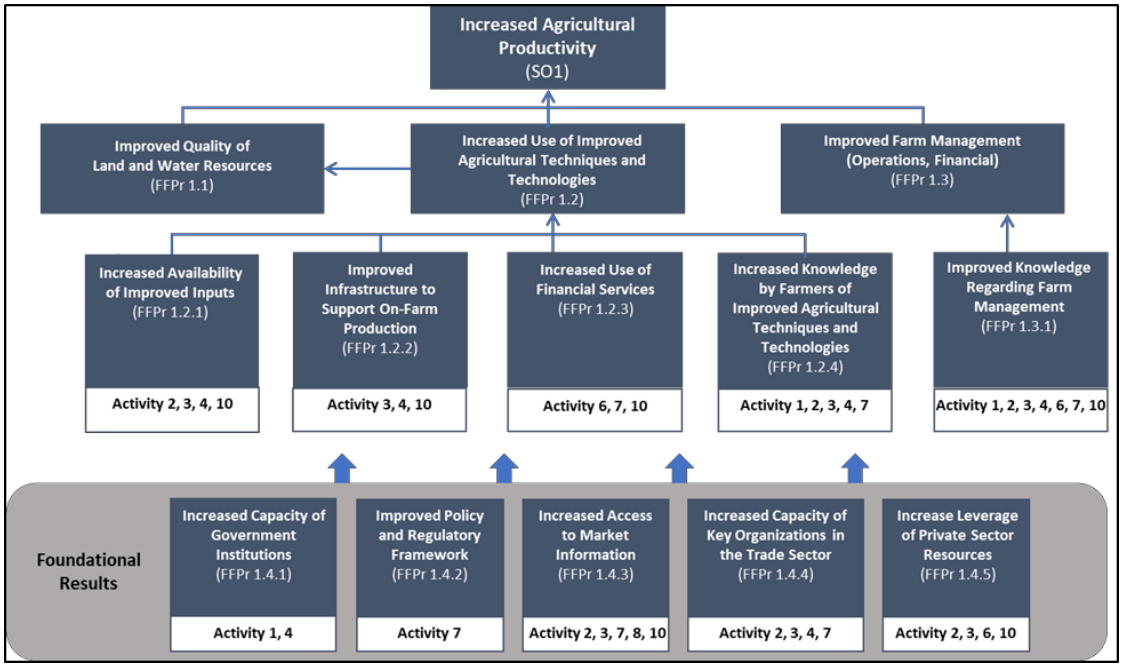
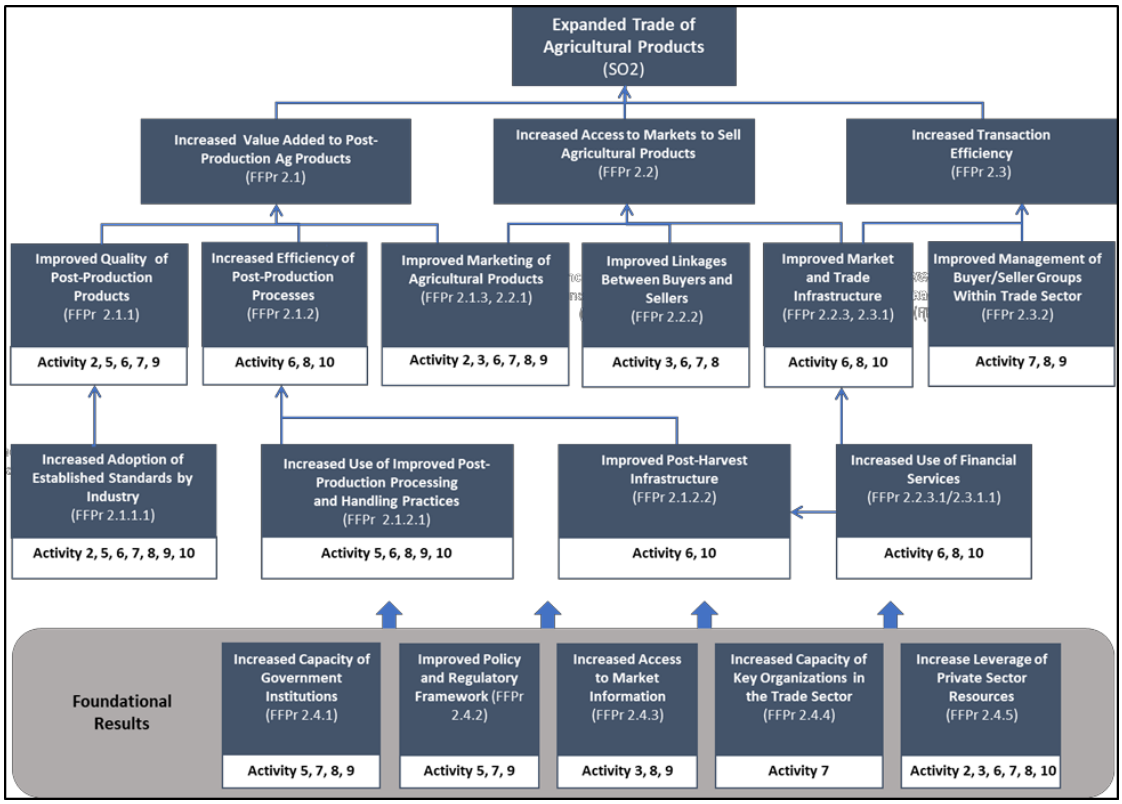


Figure 2: USDA results framework with CAST activities (SO2)



Attachment E: Project Implementation Map

The map below shows the geographic area in Cambodia to be covered by the program. The program will be focusing on specific geographic areas. The provinces targeted by the program include: Siem Reap, Battambang, Pursat, Kampong Thom, Kampong Cham, Kandal, and Phnom Penh.

Figure 3: Map of CAST-targeted geographies